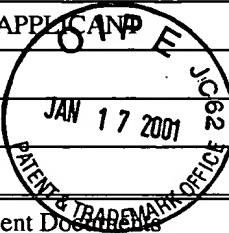


U.S. Department of Commerce, Patent and Trademark Office					Atty Docket No.		Serial No.	
					M-9235 US		09/648,429	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)					Applicants: Jordan J. Louviere,			
					Hikaru Phillips, and Jason P. Bennett			
					Filing Date		Group	
					August 25, 2000		Unassigned	



U.S. Patent Documents							
*Examiner Initial		Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate
(61)	AA	5,809,242	9/15/98	Shaw et al.	395	200.47	
	AB	5,848,396	12/8/98	Gerace	705	10	
	AC	5,872,850	2/16/99	Klein et al.	380	49	
(62)	AD	5,968,125	10/19/99	Garrick et al.	709	224	
	AE	/					
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						

RECEIVED
JAN 22 2001
 Technology Center 2100

Foreign Patent Documents								
							Translation	
		Document	Date	Country	Class	Subclass	Yes	No
	AL	/						
	AM							
	AN							
	AO							
	AP							

OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)		
	AQ	/
	AR	
	AS	

Examiner	<i>Antony Lueb</i>	Date Considered	<i>6/22/03</i>
----------	--------------------	-----------------	----------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with your communication to applicant.

U.S. Department of Commerce, Patent and Trademark Office	Atty Docket No.	Serial No.
	M-9235 US	Unknown
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Applicants	
(Use several sheets if necessary)	Louviere, et al.	
	Filing Date	Group
	Herewith	Unknown

PTO
09/648429
JCS64 U.S.
08/25/00

U.S. Patent Documents

*Examiner Initial		Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate
	AA						
	AB						
	AC						
	AD						
	AE						
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						

Foreign Patent Documents

							Translation	
		Document	Date	Country	Class	Subclass	Yes	No
	AL							
	AM							
	AN							
	AO							
	AP							

OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)

(B)	AQ	Dreze, et al.; "Testing Web Site Design and Promotional Content"; <i>Journal of Advertising Research</i> ; January/February 1997; Vol. 37, No. 1; Pages 77-91.
(C)	AR	Dreze, et al.; "A Web-Based Methodology for Product Design Evaluation and Optimisation"; <i>Journal of the Operational Research Society</i> ; October 1998; Vol. 49, No. 10; Pages 1034-1048.
	AS	

Examiner

Date Considered

6/22/03

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with your communication to applicant.